



ADVISORY

Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

FOR IMMEDIATE RELEASE:
June 11, 2009

FCC DTV Media Hotline:
202-418-1013 (or) 202-418-7917
Email: dtvcountdown@fcc.gov

*****For Media Planning Purposes*****

PHOTO AND Q&A OPPORTUNITIES FOR COVERAGE OF THE DTV TRANSITION

Washington, D.C. – On June 12, all full-power television stations in the United States will cease analog transmission and broadcast only in digital. Individual stations can make the switch anytime June 12 between 12:00 a.m. and 11:59 p.m. To assist news media with planning coverage of the transition, the FCC will offer the following opportunities:

Friday, June 12

B-roll feed of FCC Command Center (new footage shot the morning of June 12)

3:30 PM - 3:45 PM ET

AMC 3

C-Band

Transponder 3

Downlink Freq: 3760 Horizontal

B-roll feed of FCC Command Center (new footage shot the morning of June 12)

6:30 PM - 6:45 PM ET

AMC 3

C-Band

Transponder 3

Downlink Freq: 3760 Horizontal

Late afternoon

Statement on the Status of the DTV Transition by FCC Acting Chairman Michael J. Copps

To be distributed to FCC national media list via email

Saturday, June 13

11 a.m. ET

Press release on status of transition, including FCC Call Center data from June 12

To be distributed to FCC national media list via email

1:00 p.m. ET

Media Briefing/Q&A via conference call with Acting Chairman Copps

Dial-in: 888-469-0848 (no pass code, operator assisted)

2:00 p.m. ET

On-camera Media Availability with Acting Chairman Copps, Commissioners Adelstein and McDowell
Outdoors, under portico at entrance to FCC building
445 12th St., SW
Washington, DC 20554

2:00 PM - 2:15 PM ET

B-roll feed of FCC Command Center (footage from June 12)

AMC 3

C-Band

Transponder 3

Downlink Freq: 3760 Horizontal

COVERING THE JUNE 12 DTV TRANSITION -- MEDIA FAQ

Q: Is there a schedule of when stations will switch to all-digital transmission?

A: Yes, although the transition occurs on a rolling basis. Stations must, however, transition between 12:00 a.m. EST and 11:59:59 p.m. June 12, 2009. A list of transition times can be found by downloading the excel file at <http://dtv.gov/stationlist.htm> and looking at column "K."

Q: What indicators will FCC use to determine how the transition is going?

A: The FCC will be looking at a variety of factors, including, but not limited to:

- Patterns or trends in the types of consumer calls coming in to our toll-free hotline, 1-888-CALL-FCC.
- Reports from broadcasters and other external sources.
- Feedback from our 200-plus FCC staff in the field.

Q: Where are people directed if they have concerns or problems with their transition?

A: Consumers should call 1-888-CALL-FCC, which is the FCC's toll-free clearinghouse for information, including instructions of the steps necessary to make the switch and referrals to local vendors who will install consumers' converter boxes free of charge. The call center will have 4,000 operators ready to take calls.

Q: When will detailed information on the number and kinds of calls the FCC receives on June 12 be released?

A: Because the transition runs through midnight on June 12, the FCC will be gathering and distilling all of the call center data throughout the night in order to present it in a meaningful and coherent manner Saturday morning, prior to the national media teleconference.

Q: Can I get photos/video of the hotline center?

A: Because the operators are scattered across geographies and locations, there is no "center" that visually represents the hotline operation.

Q: Can I get photos/video of the FCC's Command Center?

A: We are providing video footage of activity in the FCC Command Center on June 12 during the transition. Please call 1-800-653-5313, Ext. 3 for a tape or take the feed via satellite:

Friday, June 12th, 2009	Friday, June 12th, 2009	Saturday, June 13th, 2009
3:30 PM - 3:45 PM ET	6:30 PM - 6:45 PM ET	2:00 PM - 2:15 PM ET
AMC 3	AMC 3	AMC 3

C-Band Transponder 3 Downlink Freq: 3760 Horizontal	C-Band Transponder 3 Downlink Freq: 3760 Horizontal	C-Band Transponder 3 Downlink Freq: 3760 Horizontal
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Q: Can I get an interview with an FCC official prior to my deadline June 12?

A: The FCC plans to issue a statement by the Acting Chairman the afternoon of June 12 to address the day's events. For specific questions regarding concerns in a local market, please contact the FCC's DTV Media Hotline at the number listed above.

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Resources for reporters covering the DTV transition are available in the DTV Media Toolkit at
http://www.dtv.gov/media_toolkit.html